

ADVANCED LEVELS OF PDP – ALL REQUIREMENTS MUST BE COMPLETED IN PAST 12 MONTHS AND LEVELS MUST BE WORKED ON CONSECUTIVELY

BRONZE PIN

- PROJECT MANAGEMENT:** Serve on a District Growth Committee (Membership, NCB, LD & Club Fitness)
- MARKETING:** Promote strategy chosen by Committee above
- CONTINUOUS IMPROVEMENT:** Assess your year on District Growth committee and report recommendations for continuous improvement in District growth
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Recruit three new members in a single Optimist Year
- COMMUNICATION SKILLS:** Present this Growth committee strategy to District Executive Committee or Board of Directors
- CERTIFICATION:** All activities in this level must be registered/certified by the District Secretary, or District Governor as appropriate in the Member's Record

SILVER PIN

- PROJECT MANAGEMENT:** Create and lead a team to build a New Club
- MARKETING:** Create a marketing strategy to recruit a group of members for the New Club
- CONTINUOUS IMPROVEMENT:** Work with District Club Fitness advisor to develop a plan to administer the New Club Follow-up program within 90 days of Club being built
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Become a Builder of Excellence
- COMMUNICATION SKILLS:** Informing and Instructing the community about the structure and importance of a New Club using diverse communication tools. Must use two different methods of communication. (Social media, Informational meetings, etc.)
- CERTIFICATION:** All activities in this level must be registered/certified by the Governor, District Secretary, or Lt. Governor as appropriate in the Member's Record

GOLD PIN

- PROJECT MANAGEMENT:** Serve as the District PGI/PDP Chair, District Club Fitness Advisor Chair, or on Leadership Development Committee
- MARKETING:** Help create and submit an entry for the "Reel Optimism" video contest
- CONTINUOUS IMPROVEMENT:** Initiate the Follow-up plan for the New Club and send a progress report to the District Club Fitness Advisor
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Mentor another Member to achieve PGI level X
- COMMUNICATION SKILLS:** Develop and present a workshop on PDP at a District meeting
- CERTIFICATION:** All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer, Lt. Governor, District PGI/PDP Chair, District Secretary, District NCB Chair, District Club Fitness Advisor or District Governor as appropriate in the Member's Record

SUGGESTED READING LIST

The Seven Habits of Highly Effective People by Steven R. Covey

Good To Great by Jim Collins

Who Moved My Cheese by Spencer Johnson, M. D.

Start with Why by Simon Sinek

Crucial Conversations by Kerry Patterson et. Al.

Tribes by Seth Godin

Learned Optimism by Martin Seligman

Authentic Happiness by Martin Seligman

Flourish by Martin Seligman

The Happiness Advantage by Shawn Achor

Broadcasting Happiness by Michelle Gielan

The How of Happiness by Sonja Lyubomirsky



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Professional Development Program (PDP)



LEVEL I – BRONZE

- PROJECT MANAGEMENT:** Participate in a community service activity
- MARKETING:** Learn how to write a communique/ Press Release
- CONTINUOUS IMPROVEMENT:** Give a short presentation on “How Optimism Can Make a Better World” or “Optimism as a Way of Life”
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Learn the 5 purposes of an Optimist Club
- COMMUNICATION SKILLS:** Introduce a new Member or a guest at a Club meeting/activity
- CERTIFICATION:** All activities in this level must be registered/ certified by the Club President, Club Secretary-Treasurer or Club PGI/PDP chair in the Member’s Record

LEVEL II – GREEN

- PROJECT MANAGEMENT:** Serve as a project committee member
- MARKETING:** Prepare a Communique/Press Release for a specific event
- CONTINUOUS IMPROVEMENT:** Make a short presentation at a Club meeting about why a prospective member should join your club
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Know Optimist International, District, Zone and Club structures
- COMMUNICATION SKILLS:** Write a brief description of a favorite Club project and submit it for either the Club newsletter or the Club Website/Facebook Page
- CERTIFICATION:** All activities in this level must be registered/ certified by the Club President, Club Secretary-Treasurer or the Club PGI/PDP Chair in the Member’s Record

LEVEL III – BURGUNDY

- PROJECT MANAGEMENT:** Serve as a Chair for a community service or fundraising project and write a report about the project to give to the next Chair
- MARKETING:** Learn to use Promotional tools (Newsletter, Outlook Mail, Gmail, Constant Contact...) to market your event
- CONTINUOUS IMPROVEMENT:** Complete an Optimist Skills Module of your choice and schedule a presentation of the Skill at an Optimist Club or other meeting
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Make a presentation to your Club on the history of Optimist International. (Should use “Of Dream’s and Deeds” website/book as a resource)
- COMMUNICATION SKILLS:** Contact a Club Member that has been missing from Club meetings and events and offer to bring them to the next activity. Check with the Club President first
- CERTIFICATION:** All activities in this level must be registered/ certified by the Club President, Club Secretary-Treasurer or the Club PGI/PDP Chair in the Member’s Record

LEVEL IV – BLUE

- PROJECT MANAGEMENT:** Serve as a Club Foundation Representative or a Club Chair of a Standing Committee
- MARKETING:** Market an event using the Promotional tools
- CONTINUOUS IMPROVEMENT:** Make a presentation on the “Continuous Improvement” Optimist Skill Module
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Know the Officers of OI, District and Club (OI President, OI Vice President, District Governor, Lt. Governor & Club President)

- COMMUNICATION SKILLS:** Attend a Zone meeting or visit another Club’s meeting and share what is happening with your Club
- CERTIFICATION:** All activities in this level must be registered/ certified by the Club President, Club Secretary-Treasurer or the Club PGI/PDP Chair in the Member’s Record

LEVEL V – BLACK

- PROJECT MANAGEMENT:** Create a Project Plan including a budget for a new community project and present it to the Club Board of Directors
- MARKETING:** Learn to use a form of Social Media (Facebook, Twitter, Instagram, LinkedIn...)
- CONTINUOUS IMPROVEMENT:** Complete a Second Optimist Skills Module
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Recite (by memory) the Optimist Creed
- COMMUNICATION SKILLS:** Make a presentation at another Club’s meeting, a Zone meeting or other community organization regarding a Club Service project that your club does
- CERTIFICATION:** All activities in this level must be registered/ certified by the Club President, Club Secretary-Treasurer or Club PGI/PDP Chair in the Member’s Record

LEVEL VI – PURPLE

- PROJECT MANAGEMENT:** Create a Project Plan including a budget for a new fundraising project and present it to the Club Board of Directors
- MARKETING:** Market an event using Social Media
- CONTINUOUS IMPROVEMENT:** Educate a new member(s) on the purposes and benefits of an Optimist Club and Optimist International to children, community and ourselves
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Make a presentation on a program promoted by your Club, District or Optimist International
- COMMUNICATION SKILLS:** Attend as a Club Representative at a District meeting
- CERTIFICATION:** All activities in this level must be registered/ certified by the Club President, Club Secretary-Treasurer, Club PGI/PDP Chair, District Governor or District Secretary as appropriate in the Member’s Record

LEVEL VII – GOLD

- PROJECT MANAGEMENT:** Participate in the organization of a membership recruitment activity
- MARKETING:** Learn how to create a short video
- CONTINUOUS IMPROVEMENT:** Serve on the Club Board of Directors, Club officer or Club officer-elect
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Make a presentation at a Club or Zone meeting about the District meeting/Convention you attended
- COMMUNICATION SKILLS:** Submit a minimum of 250 written words about an upcoming Club event to either the District website or District Bulletin
- CERTIFICATION:** All activities in this level must be registered/ certified by the Club President, Club Secretary-Treasurer, Club PGI/PDP, Lt. Governor, District Secretary or District Webmaster as appropriate in the Member’s Record

LEVEL VIII – ORANGE

- PROJECT MANAGEMENT:** Serve as Chair of a membership recruitment activity
- MARKETING:** Be part of the team that creates a short video of an event and publish it on social media
- CONTINUOUS IMPROVEMENT:** Complete a Third Optimist Skills Module
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Make a presentation at a Membership Recruitment Activity, Zone, or District Meeting about Optimist International
- COMMUNICATION SKILLS:** Develop a presentation about a Club Project and present it at a meeting
- CERTIFICATION:** All activities in this level must be registered/ certified by the Club President, Club Secretary-Treasurer, Club PGI/PDP, Lt. Governor, District Secretary or District Meetings/ Convention Chair or District LD chair as appropriate in the Member’s Record

LEVEL IX – YELLOW

- PROJECT MANAGEMENT:** Serve as a District committee member
- MARKETING:** Learn how to develop a Marketing Strategy and Plan
- CONTINUOUS IMPROVEMENT:** Complete a Fourth Optimist Skills Module
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Make a Club or Zone presentation on behalf of a District Committee
- COMMUNICATION SKILLS:** Provide training regarding District Leadership, District project or an Optimist Skills Module to a group outside of your Club
- CERTIFICATION:** All activities in this level must be registered/ certified by the Club President, Club Secretary-Treasurer, Club PGI/PDP Chair, Lt. Governor, District PGI Chair, District Secretary, District LD Chair or District Governor as appropriate in the Member’s Record

LEVEL X – RECOGNITION AT THE INTERNATIONAL CONVENTION THE YEAR OF OR THE YEAR IMMEDIATELY FOLLOWING WHEN LEVEL X WAS EARNED

- PROJECT MANAGEMENT:** Chair a District Committee
- MARKETING:** Create a Marketing Strategy and Plan for a Club or District Project or Program
- CONTINUOUS IMPROVEMENT:** Attend a Regional Leadership Development Conference or three training seminars/workshops at District Meetings, or three workshops at the International Convention
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Conduct the Skills Development Module, “Orientation to Optimism for New Members,” at a Club, Zone, or District meeting
- COMMUNICATION SKILLS:** Be part of the team that builds a new Club. Must attend 1 informational meeting and the organizational meeting
- CERTIFICATION:** All activities in this level must be registered/ certified by the Club President, Club Secretary-Treasurer, Lt. Governor, District PGI/PDP Chair, District Secretary, District NCB Chair, District Club Fitness Advisor or District Governor as appropriate in the Member’s Record